

# What is a Program?

According to the Indiana State Library Standards (590 IAC 6-1-2), a program is defined as:

*...A workshop, program, seminar, or outreach program sponsored by the library, in which the library's staff plays a significant role, including, but not limited to, technology, information literacy, early literacy, children's, cultural programming, and other programming offered for the community.*

The following activities are generally classified as programs:

- Storytimes
- Computer classes (does not include walk-in, one-on-one help)
- Recreational programs, including game or movie nights
- Book discussions
- Author visits



The following activities do NOT qualify as programs:

- Library staff marching in a parade
- The library's booth at a local festival
- The library holds an open house to kick off their summer reading program; there are no planned activities scheduled.

The following is a checklist to help you determine if an activity counts as a program:

- Did I plan and advertise the program in advance?
- Did my patrons learn anything new about the library and/or its resources or services?
- Was a library staff member or volunteer present to facilitate the program?
- Was the program open to more than one person?
- (For virtual events) If I were presenting this in person, would I consider this a program?

# Frequently Asked Questions

**If I post a link to someone else's program (an author leads a storytime; a virtual tour of a national park), should I count the views?**

Only count programs/attendance that are sponsored by the library and in which your library has some part in content creation. If you have an online event in which a group watches the state park video together and you lead a discussion of it after, that's a program. If you post the link alone, it's not.

**What if it is a speaker we paid to record a video for us – like Dan the Magician?**

That would be considered a library-sponsored program and would count as a virtual-recorded program.

**Is there a minimum time requirement for the length of a program? My virtual programs are significantly shorter than their in-person counterparts, since there's no patron interaction.**

There is no time requirement. Programs can be as long or as short as you need them to be.

**What if I share a video across multiple platforms – which one do I count?**

While a single video will count as one program, regardless of how many times you post it, you can count views from any/all platforms where it is posted.

**Do I need to take role call at online programs?**

It's not required. We know that there will be times when multiple people are sharing the same computer and logged in as one guest. Do your best to make a reasonable count for these live events.

**Our library offers Make and Take (Grab and Go, etc.) activities. Is it a program?**

Self-directed activities can be recorded separately in 15-012.

# Guidelines for Tracking Programming Statistics

Track the following types of programs separately:

- In-Person
  - # of events (at the library vs off-campus)
  - # of people attending
  - Age group of target audience (children, teens, adults, general)
- Virtual Programs – Live
  - # of streaming events (Facebook, Zoom, Skype, etc.)
  - # of live views/maximum concurrent live views (depending on platform)
  - Age group of target audience (children, teens, adults, general)
- Virtual Programs – Recorded
  - # of library-created content that is posted online for asynchronous patron access
  - # of page views/hits for either as long as the video is posted, OR until the end of the calendar year (December 31, 2020) – whichever is sooner.



# Guidelines for Tracking Programming Statistics

**For a program that originally livestreamed, but later archived:**

- Count it as one virtual program – live/streaming.
- Count the live views during the stream.
- Do NOT count it as another program once it is posted online.
- DO count the hits/views on the program. Add these to your total “recorded programs – page views” number on the annual report.

**For series, each individual event counts as a program . E.g. a six-week series equals six programs.**

**You may count programs toward your total even if nobody attends.**

If you have any questions about whether an activity qualifies as a library program, please contact the Library Development Office at (800) 451-6028 or [ldo@library.in.gov](mailto:ldo@library.in.gov).

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